

7:29

SPOT ANNOUNCEMENT
WCSR
NOVEMBER 22-23

Going visiting for Thanksgiving? The RICH SARDINE for one dollar may seem a slim thank you present for turkey with chestnut dressing, but Roger Price's new "doodles" book, all done up in Hampshire Bookshop gift-wrapping, will divert many a Thanksgiving hostess.

If you want to go up or down from a dollar where your gift to your Thanksgiving hostess is concerned, The Hampshire Bookshop is the place where you'll find gifts for every taste in every price range from 25 cents to 25 dollars.

Here are a few suggestions from The Hampshire Bookshop Gift Department: a big drum of iridescent matches for \$1.25; a memo pad with a non-escapable magnetic pencil, \$1.50; imported candies, 65¢ up; a straw wine-pourer from Italy, \$2.25; stunning black-and-white pottery ash trays from Finland for \$2.00.

So remember; make your Thanksgiving hostess really thankful for your thanks with a gift from The Hampshire Bookshop.

Announcer's Signature

Anne Killiston

AD Dept:

*This commercial stinks.
Please do something about it.*

PLEASE CHANGE:

- 1. TOO LONG (58 sec.)*
 - 2. SINGLE SPACED*
 - 3. TOO MANY PRICES*
 - 4. ~~HARD~~ TO READ!*
- IMPOSSIBLE*

*Thanks
LW*

SPOT ANNOUNCEMENT
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Going visiting for Thanksgiving? The rich tradition for one dollar may seem a slim thank you present for turkey with chestnut dressing, but Roger Price's new "dressed" book, all done up in Hampshire Bookshop gift-wrapping, will divert many a Thanksgiving hostess.

If you want to go up or down from a dollar where your gift to your Thanksgiving hostess is concerned, The Hampshire Bookshop is the place where you'll find gifts for every taste in every price range from 25 cents to 25 dollars.

Here are a few suggestions from The Hampshire Bookshop Gift Department: a big firm of first-class matches for \$1.25; a memo pad with a non-scrappable magnetic pencil, \$1.50; imported candles, \$2.50; a straw wine-pourer from Italy, \$2.25; stunning black-and-white pottery ash trays from Finland for \$2.00.

So remember, make your Thanksgiving hostess really thankful for your thanks with a gift from The Hampshire Bookshop.

Commercial Signature
Name: [illegible]

AD Dept 1
This commercial should be
Please be something about it
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IMPOSSIBLE